

Tosh -
Call me to discuss!
M. G. G. G.

Catalog Distribution Summary

<u>Distribution of Delivery Vehicle</u>	<u>Circ.</u>	<u>Projected Redemption</u>	<u>Quantity</u>
Carton Display Take-One (20 per)	300M	NA	300M
Pack Display Take-One (20 per)	960M	NA	960M
Lighter w/Carton Incentive Packaging (B-back)	300M	.5%	1.5M
Compact w/2 Pack Incentive Packaging	960M	.5%	4.8M
Carton Insert (B-back)	5MM	.5%	25M
Direct Mail #1 ✓	^{1.4} 1.52MM	NA	1.4MM
Direct Mail #2 ✓	^{1.4} 1.52MM	NA	1.4MM
Beauty Salons		NA	TBD
800#/Consumer Affairs		NA	TBD
B-back Catalogs w/orders	400M	NA	400M
Misc	TBD	NA	TBD
<u>TOTAL:</u>			4,491,300

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